



# John Seely Brown

<http://www.johnseelybrown.com/>

## Highlights

- Former director of Xerox PARC (Palo Alto Research Center)
- Pioneer in Ubiquitous or “Calm” Computing
- Inducted into the Industry Hall of Fame, 2004
- Elected to American Academy of Arts and Sciences, 2009.

## Biography

John Seely Brown has had a long and illustrious career. At Xerox he served as Chief Researcher, and ran the Palo Alto Research Center, home of innovations such as the graphical user interface and the computer mouse. While at Xerox PARC, he pioneered research and innovation in “ubiquitous” or “calm” computing, concepts of which are continuing to be used today in fields from the Internet of Things (IoT) to wearable technology.

Currently, John Seely Brown serves as a visiting scholar at USC, and is the independent co-chairman of the Deloitte Center for the Edge.

## Scholarship

Along with the following books, John Seely Brown has written many articles and academic papers (see the “[Publications](#)” section of his website for a complete listing).

- The Power of Pull: How Small Moves, Smartly Made, Can Set Big Things in Motion (Basic Books; April 2010) by John Hagel III, John Seely Brown, and Lang Davison
- The Only Sustainable Edge: Why Business Strategy Depends On Productive Friction And Dynamic Specialization, John Hagel and John Seely Brown, Harvard Business School Press; May, 2005
- The Social Life of Information, John Seely Brown and Paul Duguid, Harvard Business School Press, February 2000 (translated into nine languages).
- Seeing Differently: Insights on Innovation, J.S. Brown (Ed.), Boston, MA: Harvard Business School Publishing, 1997.
- Intelligent Tutoring Systems, D. Sleeman and J.S. Brown (Eds.), London, England: Academic Press, Ltd., 1982.

## Presentation



“John Seely Brown On Education”  
<https://goo.gl/OU3mqf>

I can **strongly recommend** John Seely Brown as a keynote speaker for the COATT conference, for several reasons:

1. His background in technology is deep and wide-ranging.
2. His attention to the ways that technology impact society, through innovations such as ubiquitous computing, have had profound effects on modern life.
3. His more recent focus on education demonstrates a deep understanding of the ways in which technology affects how we, as a society, approach education. The video linked to the left is a great overview of this.

## References

1. <http://www.johnseelybrown.com>
2. <http://www.johnseelybrown.com/pubs.html>
3. <https://medium.com/re-form/calm-tech-then-and-now-deddb05697cf#.dfr7kw67o>
4. [https://www.youtube.com/watch?v=5mh14\\_X8kKc](https://www.youtube.com/watch?v=5mh14_X8kKc)